BUSINESS PROPOSAL TEMPLATE

**PART A: RELEVANCE & NEED FOR PROJECT**

**a) Describe how your project addresses some need.**

**b) Provide the evidence to support the need for this project (e.g. research evidence/statistics on your target population and the issue being addressed).**

**PART B: PROJECT DESCRIPTION**

**a) Provide a brief description of the proposed project.**

**b) Provide the objectives (the goals) of the project.**

**c) Describe the target audience(s) for the project (e.g. students, policy-makers, seniors, underserved population, etc). Explain why they are your target audience.**

**d) Provide of list the geographic location(s) (e.g. Winnipeg, St. Vital, downtown, Canada wide) and sites/settings (e.g. hospital, community-based centre, mall, etc) where the project activities will take place.**

**PART C: EXPECTED RESULTS**- Expected results can be viewed as what your project is trying to “change” (e.g. change in awareness levels, change in health behaviours, change in environment, etc)

1. **How do you see the results of this project affecting *individuals (*good and bad)?**

**b) Describe how the results of your project will have *community wide* implications and benefits.**

**PART E: ABOUT YOUR ORGANIZATION/COMPANY**

**a) Provide your organization’s mandate/vision statement.**

**b) Outline why your organization (you or your team) is well-suited to undertake the proposed project (e.g. credibility, relevant skills, interest, experience with the target population).**

**PART F: YOUR BUDGET**

* **YOU HAVE $500, 000 (half a million dollars to work with)**
* Include all expenditures including wages/salary

**a) Provide a detailed breakdown and explanation of the budget amounts for your top 5 most expensive expenditures.**

**PART G: YOUR PITCH**

* **How much money does your company need in order to grow?**
* **How will you use any money that investors give you?**
* **How long will it take for any investors to receive their money back?**